

ABSTRACT OF THE DISCLOSURE

5 A technique, system, and program code for authoring electronic information for presentation at an interactive electronic display with which an item may be ordered; core features include utilizing at least a first template default pattern, group information associating at least one cell to each of a plurality of identified groups, and local presentation information associating each of a plurality of presentation objects with at least
10 one of the identified groups, to fill-in the cells of the pattern with one or more of the presentation objects. A DIALOG template may be provided containing the first template, as well as additional templates, each defining respective default patterns. To organize various types of information intended for presentation at an interactive device, each default pattern of each template is preferably associated with a respective parent group(ing).
15 Further grouping may be done by identifying one or more subgroup(ing)s each tied, for example, to a display area within a default pattern/parent group. At least one cell may be associated with each subgroup, although more than one cell may be so associated depending upon layout of that subgroup's display area.

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